

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-4, 9-12, 14, 15, 24 and 27-29 in accordance with the following:

1. (CURRENTLY AMENDED) A commerce information managing method, comprising: receiving a request to generate a GM-commercial message broadcast and GM-commercial message information relating to the GM-commercial message broadcast from at least one of a merchandise producer and a service provider;

requesting ~~to broadcast of the~~ GM-commercial message broadcast and the GM-commercial message information relating to the GM-commercial message broadcast generated according to ~~the~~ commerce information; and

receiving ~~the~~ GM-commercial message broadcast designation information designating at least the GM-commercial message broadcast as ~~the commerce information~~ when a client sees the GM-commercial message broadcast, performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases merchandise or a service according to in the GM-commercial message information relating to the GM-commercial message broadcast.

2. (CURRENTLY AMENDED) The method according to claim 1, wherein said GM-commercial message information contains at least one of a merchandise catalog, a merchandise guide book in which merchandise is classified based on a characteristic of each piece of merchandise, a merchandise purchase support page supporting purchase of merchandise based on the merchandise guide book, a service catalog, a service guide book in which a service is classified based on a characteristic of each service, and a service purchase support page supporting purchase of a service based on the service guide book.

3. (CURRENTLY AMENDED) The method according to claim 2, wherein: said GM-commercial message information is described in an XML data format; and specific information contained in the GM-commercial message information is distributed.

4. (CURRENTLY AMENDED) The method according to claim 1, wherein a broadcast program for broadcasting the GM-commercial message broadcast and the GM-commercial message information relating to the GM-commercial message broadcast is bought from the broadcasting station.

5. (ORIGINAL) The method according to claim 4, wherein said broadcast program is changed based on at least one of merchandise inventory information about the merchandise producer and service providing information about the service provider.

6. (CURRENTLY AMENDED) The method according to claim 1, further comprising: analyzing data of the-managed commerce information; and transmitting an analysis result to the merchandise producer or the service provider.

7. (ORIGINAL) The method according to claim 1, wherein said commerce information contains any of information relating to merchandise or a service, attribute data of the client, and information about merchandise or a service purchased by the client.

8. (ORIGINAL) The method according to claim 1, further comprising distributing instructions about merchandise or a service generated by the merchandise producer or the service provider to a shop at which a client receives merchandise or a service so that the client can receive a support of aftercare for the merchandise or the service.

9. (CURRENTLY AMENDED) The method according to claim 1, further comprising assigning the client a service point based on the GM-commercial message broadcast designation information, information about merchandise or a service purchased by the client, and attribute data of the client.

10. (CURRENTLY AMENDED) A method for offering to purchase merchandise or a service, comprising:

receiving GM-commercial message information relating to a GM-commercial message broadcast through a broadcasting station generated by a commerce out-sourcing center

receiving a request from at least one of a merchandise producer and a service provider according to a-commerce information managed by the commerce out-sourcing center;

offering to purchase merchandise or a service ~~according to in~~ the GM-commercial message information relating to the GM-commercial message broadcast displayed according to an instruction for displaying the commercial message information relating to the commercial message broadcast; and

transmitting GM-commercial message broadcast designation information designating at least the GM-commercial message broadcast ~~as-commerce information~~ to the commerce out-sourcing center.

11. (CURRENTLY AMENDED) The method according to claim 10, wherein said GM-commercial message broadcast designation information is transmitted through Internet or a communication line from a client home or a shop where a transmitting terminal is provided.

12. (CURRENTLY AMENDED) The method according to claim 10, wherein when a client purchases merchandise or a service according to the GM-commercial message information, an authenticating process is performed by an authentication organization.

13. (ORIGINAL) The method according to claim 12, wherein:
said client owns a terminal; and
said authentication organization continuously obtains positional information about the terminal, and performs an authenticating process by comparing positional information about the terminal obtained when the authenticating process is performed with continuously obtained positional information about the terminal.

14. (CURRENTLY AMENDED) The method according to claim 12, wherein:
said client owns a terminal;
said terminal comprises:
 an identifier identifying a person; and
 a living information obtaining unit obtaining living information;
said authentication organization ~~comprises~~ maintains stored living information of the person associated with the identifier;

when an authenticating process is performed by said authentication organization, said terminal transmits the identifier and the living information obtained by said living information obtaining unit to the authentication organization; and

said authentication organization designates the stored living information associated with the identifier based on the identifier received from said terminal, performs ~~a~~the authenticating process by comparing the ~~designated~~stored living information with the living information transmitted from the terminal, and transmits a result of the authenticating process to a target which requires the result.

15. (CURRENTLY AMENDED) The method according to claim 14, wherein said authentication organization ~~further comprises~~maintains an emotion estimation unit for estimating emotion from the living information received from the terminal, and notifies a public peace and order maintaining organization when the living information indicates fear based on estimation of emotion according to the living information by said emotion estimation unit.

16. (ORIGINAL) The method according to claim 14, wherein said living information is voice information, face image information, or face animation information.

17. (ORIGINAL) The method according to claim 14, wherein said living information is a plurality of face images indicating different expressions obtained when an expression of a face changes.

18. (ORIGINAL) The method according to claim 14, wherein:
said living information obtained by said living information obtaining unit is voice information and animation information about a mouth portion of a face;
when said authentication organization performs an authenticating process;
said terminal transmits the voice information and the animation information about the mouth portion obtained by said living information obtaining unit to the authentication organization; and
said authentication organization performs an authenticating process based on the voice information and the animation information about the mouth portion transmitted from the terminal, checks synchronization between the mouth portion and the voice, and transmits a result of the authenticating process to a target which requires the result.

19. (ORIGINAL) The method according to claim 18, wherein:

said terminal further comprises an outline information obtaining unit outputting animation information only about an outline of a mouth portion from the animation information about the mouth portion obtained from said living information obtaining unit;

when said authentication organization performs an authenticating process, said terminal transmits the voice information and the animation information only about the outline of the mouth portion; and

the authentication organization performs an authenticating process based on the voice information and the animation information only about the outline of the mouth portion transmitted from the terminal, checks synchronization between the mouth portion and the voice.

20. (ORIGINAL) The method according to claim 13, wherein said authentication organization does not authenticate a user when determining that an amount of position movement per unit time of the terminal is large according to continuously obtained positional information about the terminal, and there is no continuity of the position.

21. (ORIGINAL) The method according to claim 20 wherein:

said terminal transmits a type of transportation input by an owner to the authentication organization; and

based on the type of the transportation, said authentication organization changes an amount of position movement based on which it is determined that there is no continuity of the position.

22. (ORIGINAL) The method according to claim 15, wherein said living information according to which emotion is estimated by said emotion estimation unit is face image information.

23. (ORIGINAL) The method according to claim 15, wherein said living information according to which emotion is estimated by said emotion estimation unit is voice information.

24. (CURRENTLY AMENDED) The method according to claim 10, further comprising transmitting information about the merchandise or service purchased by a client, and attribute data of the client with GM-commercial message broadcast designation information.

25. (ORIGINAL) The method according to claim 24, wherein when said client purchases merchandise or a service, the client place an order at an Internet shop.

26. (ORIGINAL) The method according to claim 13, wherein said authentication organization performs an authenticating process according to continuously obtained positional information about the terminal when a plurality of terminals having the same identification numbers appear in a unit time.

27. (CURRENTLY AMENDED) A commerce information distribution system, comprising:
a commerce out-sourcing center having a computer for managing commerce information for receiving a request to generate a GM-commercial message broadcast and GM-commercial message information relating to the GM-commercial message broadcast from at least one of a merchandise producer and a service provider;

a broadcasting station broadcasting the GM-commercial message broadcast and the GM commercial message information relating to the GM-commercial message broadcast generated according to the-commerce information; and

a terminal transmitting GM-commercial message broadcast designation information designating at least the GM-commercial message broadcast as-commerce information to the commerce out-sourcing center when a client sees the GM-commercial message broadcast and performs an instruction for displaying the commercial message information relating to the commercial message broadcast and purchases merchandise or a service according to in the GM commercial message information relating to the GM-commercial message broadcast.

28. (CURRENTLY AMENDED) A commerce information management apparatus, comprising:

a GM-commercial message information generation unit generating a GM-commercial message broadcast and GM-commercial message information relating to the GM-commercial message broadcast according to managed commerce information after receiving a request from a merchandise producer or a service provider;

a request unit requesting a broadcasting station to broadcast the GM-commercial message broadcast and the GM-commercial message information relating to the GM-commercial message broadcast; and

a management unit receiving GM-commercial message broadcast designation information designating at least a GM-commercial message broadcast seen by a client from a terminal used by the client when the client purchases merchandise or a service ~~according to~~ the GM-commercial message information relating to the GM-commercial message broadcast after the client sees the GM-commercial message broadcast and performs an instruction for displaying the commercial message information relating to the commercial message broadcast, and managing the GM-commercial message broadcast designation information as part of the commerce information.

29. (CURRENTLY AMENDED) A commerce information management apparatus, comprising:

a first reception unit receiving information about merchandise or a service upon receipt of a request from a merchandise producer or a service provider;

a second reception unit receiving information about a client or GM-commercial message information about merchandise or a service as commerce information when the client purchases the merchandise or the service; and

a management unit collectively managing the commerce information.